

CITY COUNCIL
ATLANTA, GEORGIA

08- 0 -0652

Z-08-

AN ORDINANCE
BY: ZONING COMMITTEE

AN ORDINANCE DESIGNATING COMMERCIAL ROW, LOCATED AT 990 PEACHTREE STREET, NE, LAND LOT 106, OF THE 17TH DISTRICT OF FULTON COUNTY, GEORGIA AND CERTAIN REAL PROPERTY ON WHICH IT IS LOCATED, TO THE OVERLAY ZONING DESIGNATION OF HISTORIC BUILDING OR SITE PURSUANT TO CHAPTER 20 OF THE ZONING ORDINANCE OF THE CITY OF ATLANTA AND REZONING FROM SPI-16 (MIDTOWN SPECIAL PUBLIC INTEREST DISTRICT) TO SPI-16/LBS (MIDTOWN SPECIAL PUBLIC INTEREST DISTRICT/HISTORIC BUILDING OR SITE); TO REPEAL CONFLICTING LAWS; AND FOR OTHER PURPOSES

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, as follows:

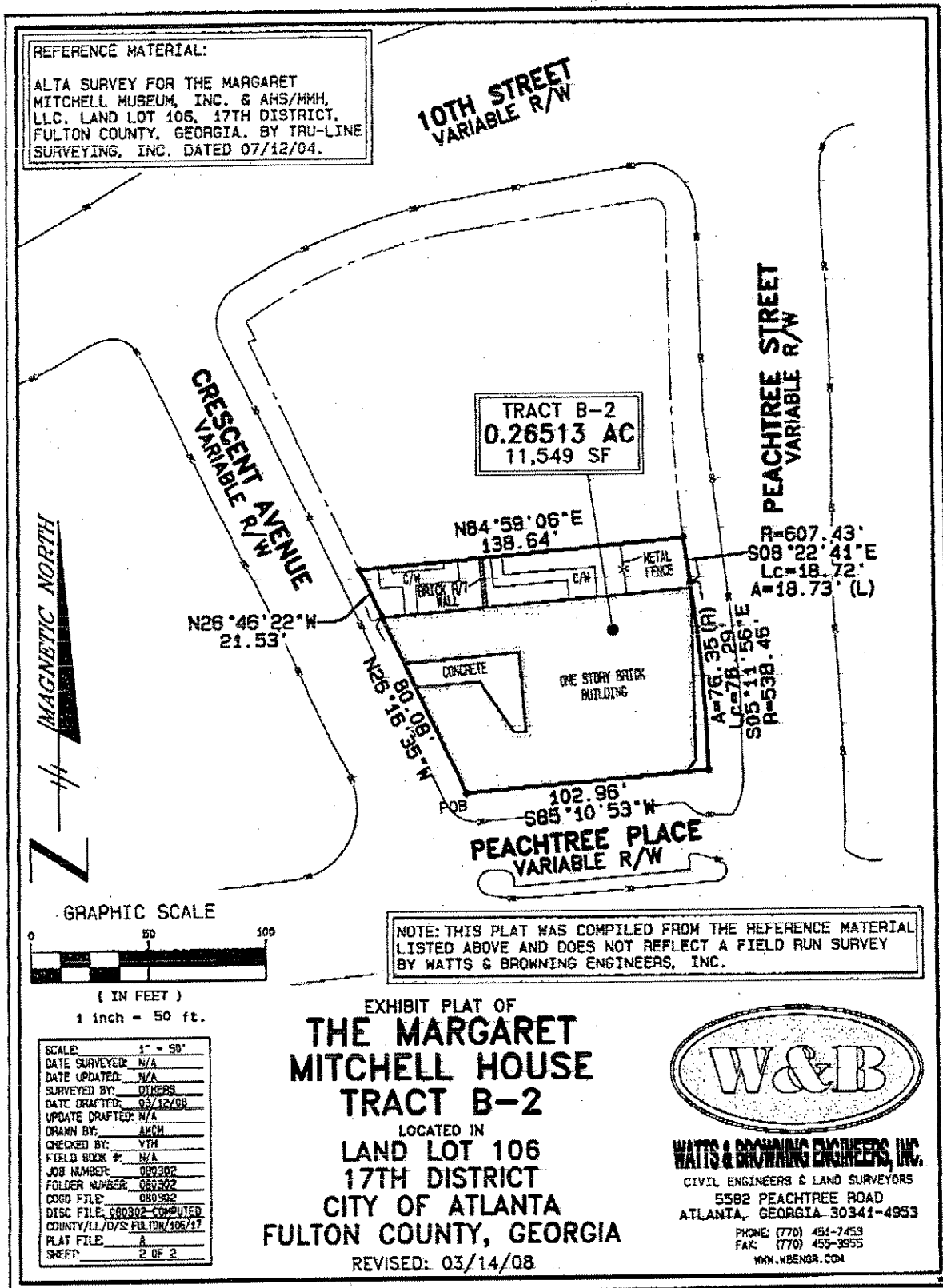
SECTION 1. That the property known as Commercial Row, located at 990 Peachtree Street, NE, Land Lot 106, of the 17th District of Fulton County, Georgia, and more fully described as Attachment "A-1" to this ordinance, which attachment is incorporated herein, met the criteria for Historic Building or Site as set forth in the Nomination Resolution of the Urban Design Commission attached hereto as Attachment "B" and incorporated herein, and is hereby determined to be a Historic Building or Site pursuant to Chapter 20 of the 1982 Zoning Ordinance of the City of Atlanta, as amended.

SECTION 2. That the 1982 Zoning Ordinance of the City of Atlanta, as amended, is hereby further amended by designating said property described in Attachment "A-1" to the overly zoning category "Historic Building or Site" pursuant to Section 16-20.006 of the 1982 Zoning Ordinance of the City of Atlanta, as amended such that all parts of the site described by the metes and bounds description in Attachment "A-2" and any structures located thereon are so designated.

SECTION 3. That the 1982 Zoning Ordinance of the City of Atlanta, as amended, is hereby further amended so as to provide that the subject property bears, in addition to its SPI-16 zoning classification, the overlay zoning designation "Historic Building or Site", which

designation should be officially abbreviated as “HBS” and shall immediately follow the abbreviation for the existing zoning classification. Said property is subject to all zoning regulations contained in the 1982 Zoning Ordinance of the City of Atlanta applicable to both the previously existing SPI-16 and the general regulations governing Historic Buildings or Sites contained in Chapter 20 of the 1982 Zoning Ordinance, as amended, as well as any other applicable laws and regulations.

SECTION 4. That all ordinances or parts of ordinances in conflict with this ordinance are repealed.



L080502-TRACT-B2 (3)

**DESCRIPTION OF PROPERTY
THE MARGARET MITCHELL HOUSE
TRACT B-2**

ALL OF THAT TRACT OR PARCEL OF LAND LYING AND BEING IN LAND LOT 106 OF THE 17TH DISTRICT, CITY OF ATLANTA, FULTON COUNTY, GEORGIA AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT A POINT FORMED BY THE INTERSECTION OF THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) AND THE NORTHERLY RIGHT-OF-WAY OF PEACHTREE PLACE (VARIABLE RIGHT-OF-WAY) RUNNING THENCE ALONG THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) THE FOLLOWING COURSES AND DISTANCES:

1. NORTH 26°16'35" WEST FOR A DISTANCE OF 80.08 FEET TO A POINT;
2. NORTH 26°46'22" WEST FOR A DISTANCE OF 21.53 FEET TO A POINT;

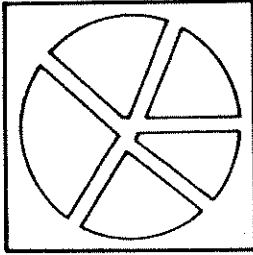
THENCE DEPARTING THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) NORTH 84°59'06" EAST FOR A DISTANCE OF 138.64 FEET TO A POINT ON THE WESTERLY RIGHT-OF-WAY OF PEACHTREE STREET (VARIABLE RIGHT-OF-WAY);

THENCE ALONG THE WESTERLY RIGHT-OF-WAY OF PEACHTREE STREET (VARIABLE RIGHT-OF-WAY) THE FOLLOWING COURSES AND DISTANCES:

1. 18.73 FEET ALONG THE ARC OF A CURVE TO THE LEFT, SAID CURVE HAVING A RADIUS OF 607.43 FEET AND BEING SUBTENDED BY A CHORD OF SOUTH 08°22'41" EAST, 18.72 FEET TO A POINT;
2. 76.35 FEET ALONG THE ARC OF A CURVE TO THE RIGHT, SAID CURVE HAVING A RADIUS OF 538.46 FEET AND BEING SUBTENDED BY A CHORD OF SOUTH 05°11'56" EAST, 76.29 FEET TO A POINT ON THE NORTHERLY RIGHT-OF-WAY OF PEACHTREE PLACE (VARIABLE RIGHT-OF-WAY);

THENCE DEPARTING THE WESTERLY RIGHT-OF-WAY OF PEACHTREE STREET (VARIABLE RIGHT-OF-WAY) AND PROCEEDING SOUTH 85°10'53" WEST ALONG THE NORTHERLY RIGHT-OF-WAY OF PEACHTREE PLACE (VARIABLE RIGHT-OF-WAY) FOR A DISTANCE OF 102.96 FEET TO THE POINT OF BEGINNING.

SAID TRACT B-2 CONTAINING 0.26513 OF AN ACRE OR 11549 SQUARE FEET.



ATLANTA
URBAN DESIGN
COMMISSION

ATLANTA CITY HALL
55 TRINITY AVENUE, SW
SUITE 3400
ATLANTA, GEORGIA 30335-0331
(404) 330-6200

N-08-082

RESOLUTION

Whereas, Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) was first recognized as significant by the Atlanta Urban Design Commission in 1981;

Whereas, the Executive Director of the Atlanta Urban Design Commission initiated the nomination process by mailing the appropriate Notice of Intent to Nominate to the property owner of Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) pursuant to Subsection (b) of the City of Atlanta Code of Ordinances, Section 16-20.005;

Whereas, the Executive Director caused to be conducted extensive research regarding this proposed nomination and to be compiled a written report stating the findings and recommendations regarding the historic, architectural and cultural significance of said nomination pursuant to Subsection (d) of said code section, which report, Exhibit "A", is attached to this resolution and is hereby incorporated by this reference; and

Whereas, a public hearing was held by this Commission to consider said nomination after appropriate public notice was provided as required by Subsection (e) of said code section; and

Whereas, this Commission has reviewed and considered said designation report as well as all other testimony, documentation and other evidence presented to it, including the testimony of all interested members of the public and the property owner pursuant to Subsection (e) of said code section; and

Now therefore be it resolved by the Urban Design Commission of the City of Atlanta as follows:

Section 1. That the designation report caused to be prepared by the Executive Director of the Urban Design Commission is hereby adopted by this Commission and shall constitute the Findings of Fact upon which this nomination is based.

Section 2. That the Commission hereby determines that Commercial Row (a/k/a The Margaret Mitchell House Visitor Center), a map of which delineating all boundaries is attached hereto as Exhibit "B", hereby incorporated by this reference, is architecturally, historically, and culturally significant.

Section 3. That the Commission further determines Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) to be eligible for designation to the category of Historic Building or Site (HBS), and as meeting, at a minimum, the eligibility criteria set forth in Section 16-20.004(b)(1), specifically including subsections a., b., and c. of this code section. Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) is located at 990 Peachtree St., NE, in Land Lot 106 of the 17th District of Fulton County, Atlanta, Georgia.

Section 4. That the Commission hereby further determines that said Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) meets the criteria set forth in Section 16-20.004(b)(2)b., specifically including those criteria in the following groups: Group I (1), (2), (3); Group II (1), (4), (9), (10), (11); and Group III (1), (2), (3).

Section 5. That the Commission, having determined that Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) meets or exceeds the criteria as set forth herein, hereby nominates Commercial Row (a/k/a The Margaret Mitchell House Visitor Center) to the category of Historic Building or Site (HBS) pursuant to Section 16-20.005(e)(3).

Section 6. That the Commission hereby directs the Executive Director to transmit this resolution including all supporting documentation to the Chair of the Zoning Committee of the Atlanta City Council, to the Commissioner of the Department of Planning and Community Development, and to notify by first class mail the owner of Commercial Row (a/k/a The Margaret Mitchell House Visitor Center).

Approved and nominated by the Atlanta Urban Design Commission on March 26, 2008.


Regina Brewer, Chair
Atlanta Urban Design Commission

COMMERCIAL ROW

a/k/a The Margaret Mitchell House Visitor Center
990 Peachtree Street, NE
(f/k/a 962-968 Peachtree St., &
92 Peachtree Place, NW)
Fronting 95.08± ft. on the west side of Peachtree Street
0' from the northwest corner of Peachtree Street
and Peachtree Place
District 17, Land Lot 106
Fulton County, City of Atlanta
Existing Zoning: SPI-16 (Subarea 1)

N-08-82

Proposed Designation:
Historic Building or Site -
Exterior

Constructed: 1924-25
Architects: Unknown

Description and Significance

Commercial Row is a single-story brick building originally comprising seven retail spaces constructed in 1924-25 covering the northwest corner of Peachtree Street at Peachtree Place. Built at a time when retail and residential development were reaching northward of the downtown, Commercial Row represents both the character of Atlanta's development along the city's main thoroughfare, Peachtree Street, as well as, the establishment of distinct neighborhoods outside the city center in the 1920s.

One of Atlanta's few remnants of that age of early development, Commercial Row sits on its original site and retains a high degree of structural integrity. As continuing commercial development removes traces of this earlier time of neighborhood community at the Tenth Street intersection, Commercial Row represents what the Peachtree Street corridor from Fifth to Fourteenth Streets looked like before massive redevelopment of the area in the 1980s and 1990s.

Residential Peachtree Street

Peachtree Street from Eighth Street to Twelfth Street originally curved around a thirty-foot deep ravine on the east. This area was called the "Tight Squeeze" and many of its denizens were rumored to be criminals. One was said to have a "tight squeeze getting through there with your life." In 1887, the ravine was filled in, and Peachtree Street was straightened in anticipation of the Piedmont Exposition fair held nearby in what would become Piedmont Park.

By this time, the city center was clogged with pedestrians, horse carts, streetcars and railroad tracks. The burgeoning popularity of automobiles further contributed to the overcrowding of downtown Atlanta. Those who once lived downtown where they worked were now moving further out to escape the congestion. By 1904, the City annexed the area north from Fifth to Fourteenth Streets to include these developing neighborhoods.

The M.R. Emmons House

By 1900, the block of Peachtree Street southwest of Tenth Street contained the residences of Cornelius J. Sheehan and Frank Ellis and across Peachtree Place was the residence of Sidney H. Phelan. In 1901, the present site of Commercial Row was purchased by Morton R. Emmons for \$5,500 from M.C. Carraway. On August 10, 1902, the *Atlanta Constitution* article entitled "Costly Atlanta Homes; Residences Now in the Course of Construction for Well Known Citizens of Atlanta" featured the many homes being designed by W.F. Denny including one "For M.R. Emmons on corner Peachtree Street and Peachtree Place a beautiful home of colonial style architecture that will cost about \$8,000."

Morton Richard Emmons was born in Greenville, Tennessee. He came to Atlanta after spending several years in Rome, Georgia, to establish M.R. Emmons & Co. men's furnishings located on Whitehall Street. He and his wife, May Belle, and their daughter Ethelyn were part of Atlanta's social elite. Their home at 974 Peachtree Street was a grand residence worthy of their high standing. In 1909, Emmons was one of the founders of the Fulton National Bank. Ethelyn's marriage to Marshall Clarke Johnson in April 1911 was an event covered by the local newspapers.

On December 3, 1911, Morton Emmons accidentally poisoned himself by swallowing carbolic acid instead of the iron tonic he was taking to soothe a throat problem. He was alone at his home at the time, but had enough time to write a note stating, "Have taken wrong medicine by mistake. Thought I had iron tonic. Can't phone or call for help – too weak – very weak. M.R. Emmons." His wife, May Belle Emmons, remained at 974 Peachtree Street until 1914. She died on August 26, 1931 at her home at 126 East Seventeenth Street.

The Roaring 1910s and 1920s

The Tenth Street area, which once held a few elaborate residences of the city's wealthy, now saw the division of some of these large residences into apartments and the construction of new apartments to serve the growing population. From 1905 to 1911, many of the lots on the Peachtree Street block between Tenth Street and Peachtree Place were subdivided and houses built along the Crescent Avenue side. In 1907-08, two commercial buildings erected by Jeremiah W. Goldsmith, a real estate developer, joined two other business buildings already built by R. L. Walker. Goldsmith's buildings originally held the Tenth Street Post Office and the L.W. Rogers Grocery.

Atlanta's population of 150,000 by 1910 continued to surge in the wake of World War I. By 1920, the city boasted a population of 200,000, and by 1930, that number had swelled to 270,000. During World War I, the price of construction materials soared, so Atlanta's building industry experienced a slump. The influx of people during and just after the war was met with a lack of housing. By 1920s, the construction industry recovered at a feverish pace to meet the growing demand. For example, while only 35 building permits were issued for multifamily dwellings in 1921, 143 were issued in 1922 and 132 in 1923.

As new residential areas sprang up north of the downtown district, retailers established businesses in these areas to serve the needs of these communities. Grocers, druggists, tailors and bankers set up shop in these new residential sections. This trend, which occurred at Peachtree Street and Tenth Street in the 1920s, was repeated all over town as retail areas popped up in neighborhoods like Little Five Points, Peachtree Hills, Lakewood Heights, and Kirkwood.

In 1923-24, the Emmons residence at 794 Peachtree Street was demolished and replaced immediately with Commercial Row, a building consisting of seven shop spaces – four on Peachtree Street (792, 794, 796, 798 Peachtree Street), two on Peachtree Place (90, 92 Peachtree Place), and one on Crescent Avenue (1 Crescent Avenue.) In 1928 these addresses changed to 962, 962, 966, 968 Peachtree Street; 990, 992 Peachtree Place; and 965 Crescent Avenue.

In architectural terms, each of the seven shops of Commercial Row would be considered a one part commercial block. As described in The Buildings of Main Street, this single story structure is “a simple box with a decorated façade and thoroughly urban in its overtones.” The front façade is composed of the typical storefront elements – bulkhead for the base, display windows with transom windows above and the building finished at the top with a cornice. In the case of Commercial Row, a group of one part commercial block buildings were constructed, which was common when intensive neighborhood commercial development, particularly along streetcar lines, occurred.

The 1926 Sanborn Fire Insurance map shows this particular block containing three apartment buildings three single-family dwellings, a bank and a movie theater and eleven shop spaces including the seven in the Commercial Row building. Across Peachtree Street were the Witham Apartments and the Hampton Court Apartments, and across Peachtree Place were the Palmer Apartments and the Phelan Apartments.

The importance of the automobile is evidenced by the proximity of two garages at Tenth Street and Peachtree in 1926 – the east side of Peachtree had the Minute Man Garage and one block north was the Universal Garage Co. with repair shop. The Tenth Street intersection was also home at this time to hardware stores, plumbers, locksmiths, shoemakers, pharmacies, dry cleaners, hairdressers and a bakery.

The area boasted no less than nine grocery stores including a Piggly Wiggly, and in addition to the grocers listed in the 1926 city directory, the Tenth Street intersection of Peachtree also had a delicatessen, two fish markets and two butchers. For one’s entertainment there was a movie theater on the southwest corner of the intersection, and for one’s financial needs there was a Citizens and Southern branch bank next to the theater.

Margaret Mitchell Marsh

Newlyweds Margaret Mitchell Marsh and John Marsh moved into the Crescent Apartments just two land lots north of Commercial Row in July 1925. They had many retail shops to take advantage of on their own block and in the surrounding area. According to Mitchell biographer Marianne Walker, “The Marshes thought that the neighborhood was convenient, for the post office on Tenth Street was only two blocks away and the grocery store only a block away.”

Soon after their marriage, Margaret quit her job with the *Atlanta Journal Sunday Magazine* and began writing what would become Gone with the Wind. During this period, Commercial Row contained the Beasley & McCorkle drugstore and the Great A & P Tea Company grocery store. In 1929, the grocery store space (964 Peachtree) was taken over by Emile's Hairdressing Studio. The site remained a hair salon through several owners until 1952. The Marshes lived in the apartment at 17 Crescent Avenue until 1931.

Changing Times, 1930 to 1985

While the neighborhood changed from charming residential area to popular shopping area of the 1920s to an area for hippies in the 1960s, Commercial Row continued to serve the needs of the neighborhood. In 1934, the corner store, 962 Peachtree Street, was inhabited by Jeanne's Dress Shoppe, which remained for fifty-two years until 1986. Other tenants included the Lowe Co. premium department store, Herman's Fine Tailoring, the Overstreet Shoe Salon and Mary Mobley Picture Framing in the 1940s. From the late 1930s to 1956, Wall's Odorless Cleaners operated out of the 92 Peachtree Place location, and Grant Plumbing Co. resided at 90 Peachtree Place from 1935 to the late 1940s. From 1951 to the early 1970s, the Noble's Tenth Street Bootery occupied the 966 Peachtree Street space.

The 1970s and 1980s brought decline to the area. Improvement projects on Tenth Street during those years resulted in the demolition of the Tenth Street Theater as well as the two commercial buildings next door to the Crescent Apartments. In 1985, the Dallas-based developers Trammell Crow Company purchased the property while assembling property on Peachtree Street between Eighth and Eleventh Streets with plans to construct four office towers.

John Decker, on-site director of Trammell Crow's Midtown projects was quoted in the *Atlanta Constitution* in August 1986 saying, "We want to draw life and urban flavor back to the streets. That's why we're renovating the store fronts, short-term." Decker went on to mention several "sturdy structures" soon to undergo remodeling specifically noting Jeanne's Dress Shop at 962 Peachtree Street. In 1987-88, the remaining commercial buildings on the block were demolished with the exception of Commercial Row.

Conclusion

Having been adapted for reuse as the Visitor Center to The Margaret Mitchell House, the exterior of Commercial Row maintains a high degree of structural integrity retaining the character-defining elements of the original 1924-25 retail construction. Continued redevelopment of the Peachtree Street corridor is replacing many of the earlier residences and early commercial buildings that once lined this main thoroughfare. Commercial Row remains as one of the few examples of Atlanta's growth northward along Peachtree Street from the downtown city core. The building bears witness to the role of Peachtree Street at Tenth Street as an active community center from the 1920s to the 1960s.

Criteria

Group I [Historic]: (1) (2) (3)

Group II [Architectural]: (1) (4) (9) (10) (11)

Group III [Cultural]: (1) (2) (3)

Findings

The proposed nomination of Commercial Row meets the above referenced criteria, as well as the minimum criteria, for a Historic Building or Site as set out in Section 16-20.004(1) of the Code of Ordinances of the City of Atlanta.

References

Art Work of Atlanta. Chicago: The Gravure Illustration Co., 1903.

Atlanta City Building Permits (microfilm collection at the Atlanta History Center).

Atlanta City Directories, 1903-1991

Atlanta Urban Design Commission. Atlanta's Lasting Landmarks. Atlanta: Atlanta Urban Design Commission, 1987.

Atlanta Urban Design Commission. Palmer House Apartments Landmark Building Nomination Report. Atlanta: Atlanta Urban Design Commission, 1992.

Atlanta Urban Design Commission. Windsor House Apartments Landmark Building Nomination Report. Atlanta: Atlanta Urban Design Commission, 1989.

Kuhn, Clifford. Living Atlanta: An Oral History of the City, 1914-1948. Athens: University of Georgia Press, 1990.

Longstreth, Richard. The Buildings of Main Street: A Guide to American Commercial Architecture. Walnut Creek: Alta Mira Press, 2000.

Preston, Howard L. Automobile Age Atlanta: The Making of a Southern Metropolis, 1900-1935. Athens: University of Georgia Press, 1979.

Sanborn Insurance Maps, Atlanta 1911, 1923, 1926, 1951. New York (microfilm collection at the Atlanta History Center).

Walker, Marianne. Margaret Mitchell & John Marsh: The Love Story Behind Gone with the Wind. Atlanta: Peachtree Publishers, Ltd., 1993.

Articles

"Costly Atlanta Homes; Residences Now in the Course of Construction for Well Known Citizens of Atlanta," The Atlanta Constitution, Aug. 10, 1902, pg. A6.

“Nowhere to Go But Up in Tight Squeeze,” The Atlanta Constitution, Aug. 24, 1986, pg. H1.

“Much Anew about Midtown,” The Atlanta Constitution, Dec. 1, 1985, pg. A1.

Historical Maps

1923 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 242.

1926 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 242.

1932 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 205.

1951 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 205.

Images

1903 View of Peachtree Place at Peachtree Street showing the Emmons House on the right and the Phelan House on the left (From Art Work of Atlanta. Chicago: The Gravure Illustration Co., 1903. Atlanta History Center Visual Arts Collection #589).

c. 1903 View of Emmons House at corner of Peachtree Place and Peachtree Street with the Elysee Palace Apartments behind (Atlanta History Center Visual Arts Collection # 3149).

1927 Advertisement in the Atlanta Constitution for Saunders Grocery (June 22, 1927, pg. 3).

1928 Advertisement in the Atlanta Constitution for Emile’s Hair Dressing Studio (Sept. 8, 1928, pg. 2M).

1938 Advertisement in the Atlanta Constitution for Jeanne’s Dress Shop (Nov. 24, 1938, pg. 4K).

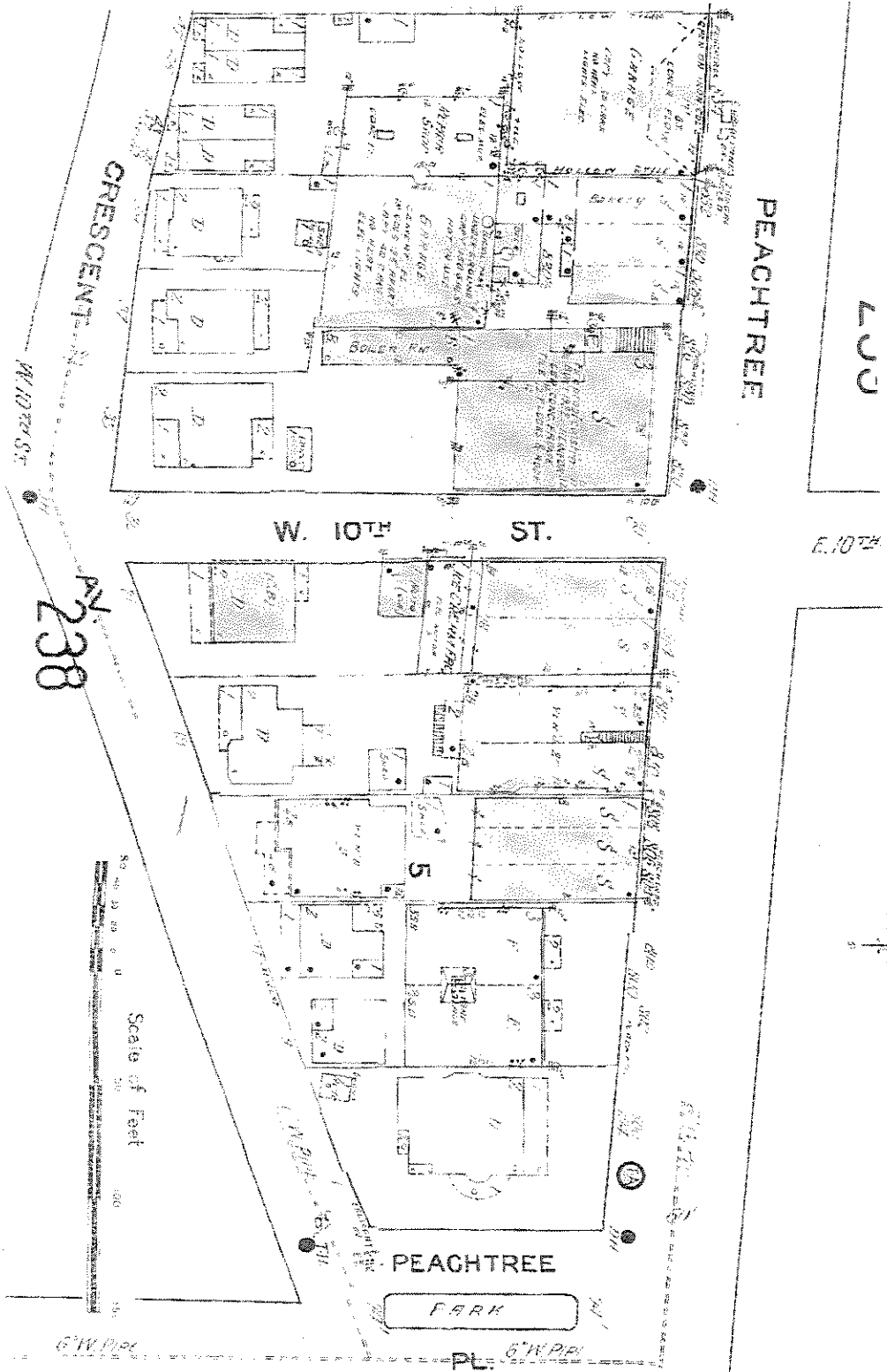
1987 View of Commercial Row from Peachtree Street showing Jeanne’s Dress Shop and Cha-Gio Oriental Grocery in the mid-1980s (Atlanta’s Lasting Landmarks, Atlanta Urban Design Commission, 1987).

2008 View of Commercial Row from Peachtree Street.

Compiled Documents

1901 – 1985 History of Property Ownership

1904 – 1991 History of Property Tenants



Vol. 2, 20.25
P. 242
238

1923 Sanborn Fire Insurance Map, Vol. 2, pg. 242

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PEACHTREE

E. 10TH ST



CRESCENT

W. 10TH

238

Scale of Feet

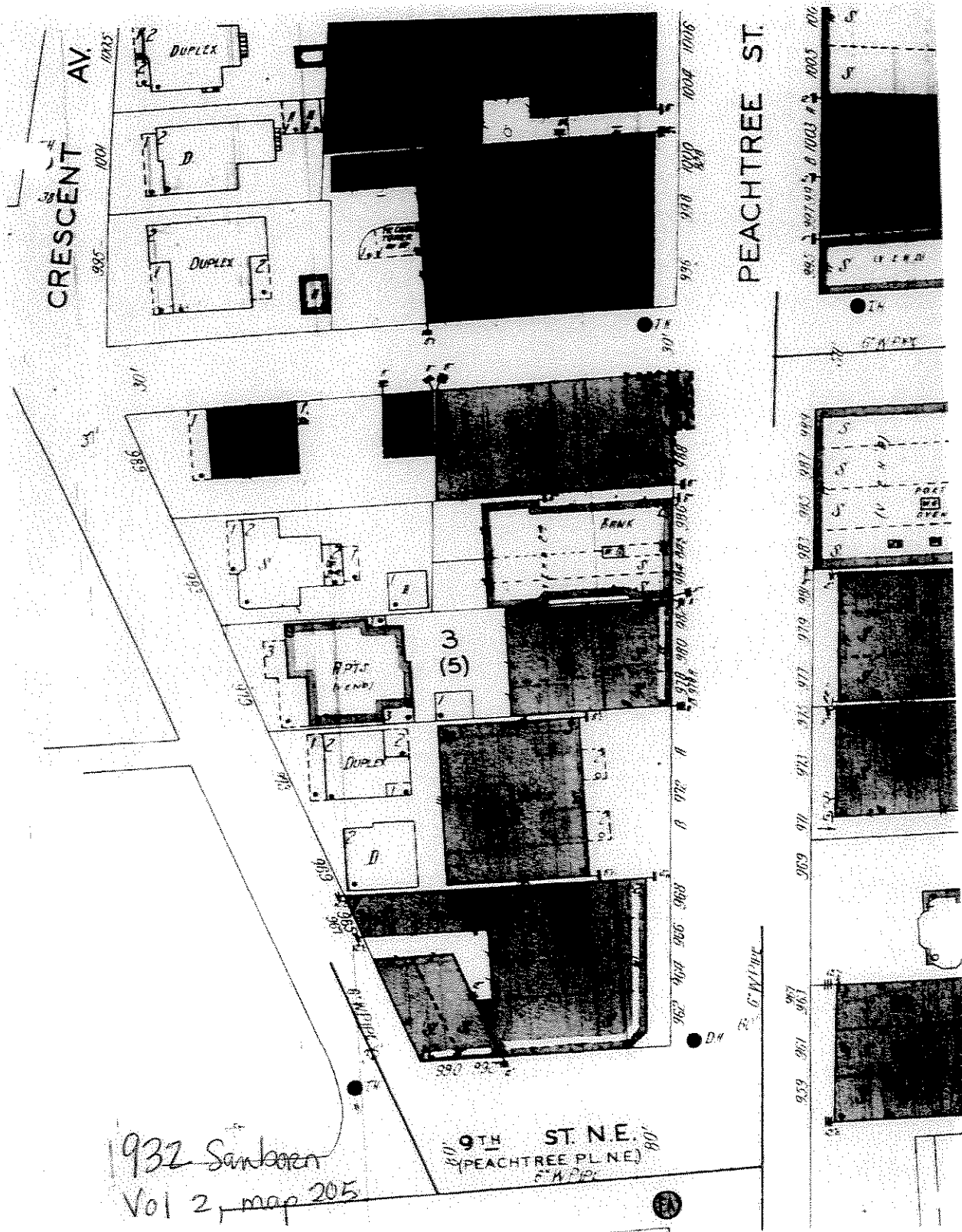
PEACHTREE

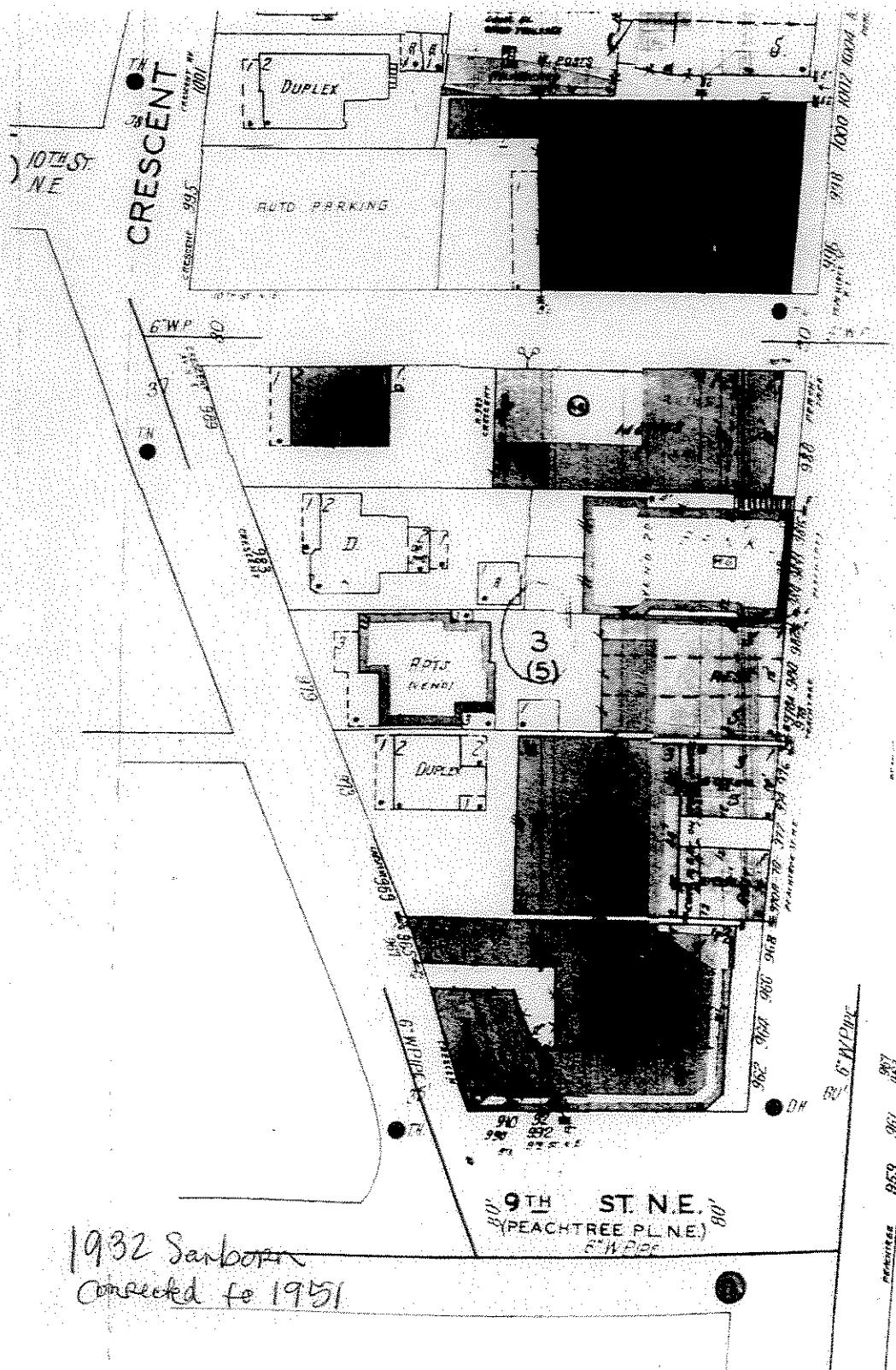
PARK

PL. S. C. W. PHE

Vol 2, Sanborn
pg 242
1926
1911-1926

238





1951 Sanborn Fire Insurance Map, Vol. 2, pg. 205



SCENE IN PEACHTREE PLACE.

1903 Art Works of Atlanta



Peachtree Place.

Peachtree Street.

c. 1903 Emmons House with Elysee Palace Apartments behind.

SOLE OWNER
CLARENCE
SAUNDERS
OF MY NAME

**Cheap, Cheap,
Cheaper**

A "Sole Owner" Store is not just an ordinary store—but one with radiant personality—joyfully alive, tingling with beauty and freshness. Radiant with gold, green, orange and pink tints, the picture is enchanting as one looks at a "SOLE OWNER" STORE.

Pork Hams	Whole or Half	lb. 20c
PORK SHOULDERS	Whole or Half	lb. 15c
Sliced Bacon		lb. 26c
FANCY RED POTATOES		lb. 6c
LETTUCE	Large, Firm Heads	Each 10c
TOMATOES	Fancy— Not Too Ripe	lb. 8c
CANTALOUPE	45 Size Georgia Grown	Each 6c
Pole Beans	Not Snap Beans 16 Ounces	11c
EGG PLANT, Nice Ones	Each	7c
Yellow Squash		Lb. 4c

**PLENTY PARKING SPACE—PACKAGES
 CHEERFULLY CARRIED TO CARS
 LOCATION—796 PEACHTREE
 Next to Beasley's Drug Store**

June 22, 1927 Ad in the Atlanta Constitution for Clarence Saunders Grocery located at 796 Peachtree Street next to Beasley's Drug Store.

NOW OPEN!
**Emile's Hair Dressing
Studio**

All Branches Beauty Culture
Permanent Waves by Emile, \$10

Popular Prices

964 Peachtree Street, Northeast

Between Peachtree Place and Tenth Street

HEmlock 4646

Sept. 9, 1928 Ad in the Atlanta Constitution for Emile's Hair Dressing Studio
at 964 Peachtree Street.



JEANNE'S DRESS SHOP
AFTER-THANKSGIVING SALE

\$9.95 WINTER DRESSES
REDUCED TO \$5.95
HATS VALUED UP TO \$4.98
REDUCED TO \$1.98

—FOR FRIDAY ONLY—
INVITES YOUR PATRONAGE
962 PEACHTREE ST. HE. 0213

Nov. 24, 1938 Ad in the Atlanta Constitution for Jeanne's Dress Shop.



Commercial Row in the 1987



Commercial Row now serves as the Visitor Center for the
Margaret Mitchell House and Museum.



Margaret Mitchell House and Commercial Row along Crescent Avenue, 2008



Commercial Row from Peachtree Place, 2008



Commercial Row from Crescent Street, 2008



Commercial Row looking south along Peachtree Street, 2008



View of Commercial Row looking north along Peachtree Street, 2008

Commercial Row
990 Peachtree Street, NW, 30309
Tenant History

Year	794 Peachtree Street					
1904	Morton R. Emmons					
1906	M. Richard Emmons					
1907	Morton R. Emmons					
1911	Morton R. Emmons					
1914	Mrs. May Belle Emmons					
1916	Mrs. A. J. Parish					
1918	Vacant					
1919	Mrs. M. M. Ozmer					
1920	Mrs. M. M. Ozmer					
1921	C. P. Edmundson					
1922						
1923	Mrs. Roxie Walker					
	1923 -- residence demolished and commercial building erected in its place.					
	792	794	796	798	90 P'tree Pl	92 P'tree Pl
1924	Beasley & McCorkle drugs	Vacant	Vacant	Vacant		1 Crescent Ave
1925	Beasley & McCorkle drugs	Gt A & P Tea Co	Vacant	Vacant		Vacant
1926	Beasley & McCorkle drugs	Gt A & P Tea Co	Vacant	Vacant		Apartments
1927	Beasley's	Vacant	Vacant	Vacant		
	962	964	966	968	90 P'tree Pl	92 P'tree Pl
1928	Vacant	Vacant	Hawkins D B Dr.	Saunders Clarence Paces Bakery	Vacant	Vacant
						965 Crescent Av

	962	964	966	968	90 P'tree Pl	92 P'tree Pl	965 Crescent Av
1929	Franklin's Drug Store & Coffee Shoppe	Emile's Hairdressing Studio	Vacant	Vacant			
1930	Franklin's Drug Store	Emile's Hairdressing Studio	Vacant	Vacant	No listing	No listing	Vacant
1931	Vacant	Emile's Hairdressing Studio	Vacant	Vacant			
1932	Vacant	Emile's Hairdressing Studio	Trinity Studios interior decorators	Trinity Studios interior decorators			
1933	Morris Specialty Shop variety store	Emile's Hairdressing Studio	Trinity Studios interior decorators	Trinity Studios interior decorators	Vacant	Adamson Dry Cleaning Co.	
1934	Jeanne's women's furngs	Emile's Hairdressing Studio	Vacant	Howard Cleaners			
1935	Jeanne's women's furngs	Emile's Hairdressing Studio	Vacant	Dodd Julian E clo clmr	Grant Plumbing Co	Vacant	Vacant
1936	Jeanne's women's furngs	Emile's Hairdressing Studios	Des Artistes interior decorators	Vacant			
1937	Jeanne's Inc women's furngs	Claudette's Beauty Salon	Janko Max tailor	Barber Thos L Co elec equipment			
1938	Jeanne's Inc. women's furngs	Claudette's Beauty Salon	Vacant	Colgren's elec equipment			
1939	Jeanne's Inc. women's furngs	Claudette's Beauty Salon	Lowe Joe Co premium dept	Vacant	Grant Plumbing Co	Wall Germ Proof Hand Laundry	Barclay R S Co mfgs agts

	962	964	966	968	90 P'tree Pl	92 P'tree Pl	965 Crescent Av
1940	Jeanne's Inc women's furngs	Claudette's Beauty Salon	Lowe Joe Co premium dept	Vacant			
1941	Jeanne's Inc. women's furngs	Claudett's Beauty Salon	Lowe Joe Co premium dept	Vacant			
1942	Jeanne's women's furngs	Claudett's Beauty Salon	Lowe Joe Co premium dept	Knit-To-Fit Shop knit gds			
1943	Jeanne's women's furngs	Claudett's Beauty Salon	Vacant	Vacant			
1944	Jeanne's women's furngs	Claudette's Beauty Salon	Vacant	Vacant			
1945	Jeanne's women's furngs	Claudette's Beauty Salon	Herman's Fine Tailoring	Vacant	Grant Plumbing Co.	Wall's Odorless Cleaners	Barclay Richd S Co mfrs agts
1946- 7	Jeanne's Dress Shop women's furngs	Lee Evelyn Beauty Salon	Herman's Fine Tailoring	Mobley Mary Picture Framing			
1948- 9	Jeanne's Dress Shop women's furngs	Lee Evelyn Beauty Salon	Overstreet Shoe Salon	Mobley Mary Picture Framing			
1950	Jeanne's Dress Shop women's furngs	Lee Evelyn Beauty Salon	Overstreet Shoe Salon	Mobley Mary Picture Framing			
1951- 2	Jeanne's Dress Shop women's furngs	Evelyn Lee Beauty Salon	Noble's Tenth St. Bootery	Mobley Mary Picture Framing			
1953	Jeanne's Dress Shophe Inc women's clo	Vacant	Noble's Tenth St. Bootery	Ptree Letter Serv	Randy's Telev. Co radio and telev rprs	Wall's Odorless Cleaners Inc	Sou Biscuit Co Nelson Stud Welding distrs

	962	964	966	968	90 P'tree Pl	92 P'tree Pl	965 Crescent Av
1954-5	Jeanne's Dress Shoppe Inc women's clo	Tailor's Tailor The	Noble's Tenth St. Bootery	P'tree Letter Serv			
1956	Jeanne's Dress Shoppe Inc women's clo	Ronsvaille The Tailor's tailor Ronsvaille Salvatore	Noble's Tenth St. Bootery	P'tree Letter Serv Alert Tel Answering & Secretarial Serv	Dennard Ralph Co. carpets whol	Wall's Odorless Clns Inc.	Atl. Newspaper Inc (sub sta)
1957							
1958-59	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Peachtree Letter Service	Dennard Ralph Co carpets distr	Vacant	McGinnis Robt L. photog
1960	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Peachtree Letter Service	Dennard Ralph Co carpets distr	Reece Beauty Shop	No listing
1961							
1962	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Peachtree Letter Service			
1963	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Peachtree Letter Service	No listing	Peachtree Place Salon of Beauty	No listing
1964							
1965							
1966	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Peachtree Letter Service	Ayers Paper & Sup Co ofc sups	Peachtree Place Salon of Beauty	No listing
1967							
1968							
1969							
1970	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Peachtree Letter Service			Peachtree Letter Service (rear ent)
1971							
1972							

	962	964	966	968	90 P'tree Pl	92 P'tree Pl	965 Crescent Av
1973	Jeanne's Dress Shop	No listing	Noble's Tenth Street Bootery	Logographics prntg	Seal Solomons book & curio shop	Alma's Coiffures beauty shop	Peachtree Letter Service (rear ent)
1974							
1975							
1976							
1977	Jeanne's Dress Shop	No listing	Vacant	Vacant	Vacant	Vacant	Vacant
1978							
1979							
1980	Jeanne's Dress Shop	No listing	Francis Designer Flowers	No listing	Georgia Photo Restoration serv coml. Photog	Tonsus make up studio	F-22 Graphics
1981							
1982							
1983							
1984-85	Jeanne's Dress Shop	No listing	Vacant	Vacant	Vacant	Tonsus make up hair studio	Vacant
1986	Jeanne's Dress Shop	No listing	Vacant	Vacant	Quarter Flash shop gifts	Tondere make up & hair studio	No listing
1987	Vacant	No listing	Gallery Tow Ninety One Art Gallery	No listing	Quarter Flash shop gifts	Vacant	No listing
1988							
1989							
1990							
1991	No listing	No listing	Cha Gio Vietnamese restaurant	Cha Gio Vietnamese restaurant	Vacant	Vacant	No listing
1996	Margaret Mitchell House Visitor Center						

**Commercial Row
990 Peachtree Street, NW, 30309
Ownership History**

- June 22, 1901** Morton Richard Emmons purchased lot "commencing at the north street corner of Peachtree St. and Peachtree Place" from M.C. Carraway for \$5,500.
- August 10, 1902** Atlanta Constitution article entitled "Costly Atlanta Homes" states, "W.F. Denny will tell you that he has in the course of construction a home...for M.R. Emmons on corner Peachtree street and Peachtree Place a beautiful home of colonial style architecture that will cost about \$8,000." (AC, Aug. 10, 1902, pg. A6)
- 1903** Photograph of M.R. Emmons home at Peachtree Street and Peachtree Place appears in Art Works of Atlanta, Georgia book.
- Sept. 3, 1909 M.R. Emmons made president of newly formed Fulton National Bank in Atlanta.
- April 27, 1911 Atlanta Constitution article "Miss Ethelyn Emmons weds Mr. Marshall Clarke Johnson"
- December 5, 1911 M.R. Emmons dies at home after mistakenly ingesting carbolic acid.
- 1914 Atlanta City Directory lists Mrs. May Belle Emmons as residing at address.
- 1914-26** A search of Fulton County deeds for May Belle Emmons, Marshall Johnson, Ethelyn Emmons Johnson, Ethelyn Emmons Berman and Paul Berman from 1910 through 1947 yielded no record of the sale of the property at 794 Peachtree Street, though one would presume that they parted with the property before the house was demolished and replaced by the commercial building. Also searched were the names Parish, Ozmer, Edmundson and Walker.
- 1916 City Directory lists Mrs. A.J. Parish as resident of 794 Peachtree St.
- 1923 1923 Sanborn Map shows Emmons house still on site.
- 1926 1926 Sanborn Map shows existing commercial building on site.
- May 1929 Ethelyn Emmons Johnson (daughter) weds Rev. Paul Berman
- August 26, 1931 Mrs. Morton R. (May Belle) Emmons dies at her residence, 126 East Seventeenth Street.
- 1926-84** According to the Atlanta Constitution, Trammell Crow bought several blocks of Peachtree at 10th Street in 1985. A search of deeds for 1983 to 1986 produced evidence of properties purchased by Crow Childress Mobley and Midtown Ten

Assoc. in the area, but all of it on the east side of Peachtree Street. No evidence of the transactions for the properties on the west side of Peachtree south of 10th Street could be found.

1985

Trammell Crow owns property and proposes revitalizing the block along with others at 10th Street area.

